

Cohen's January Great White Sale

This January White Sale of 1914 is pre-eminently Richmond's biggest white sale—stocks are much larger, variety much broader than in any previous sale. Through months of careful, skilful planning in advance, goods were bought under the most favorable market conditions, at such low prices that would be impossible now. All of which warrants us in quoting prices nearer to actual low costs—*rare economies are apparent on every hand*. Women who regularly, year in and year out, replenish from our White Sale stocks will be sorely tempted to fulfil their needs for the entire year, and they will be well justified in doing it. Not only are prices in this sale *much less than existing regular prices*, but they are lower than prices which must of necessity exist six months from now. The importance of this event cannot be urged too strongly. Come Monday.

Many More Items In This Great White Sale Besides Those Enumerated Below

Laces in the White Sale

Shadow Lace Flouncings and
Corded Laces, 18 inches wide,
yard 25c
250 Pieces Cluny Laces, in vari-
ous widths; 5c to 10c ones, 3c
yard
Shadow and Fancy Cotton Laces,
3 to 6-inch widths; 15c to 25c
values, yard 10c
Linen Torchon Lace, at, 5c
yard
200 Pieces Fancy Torchons and
narrow Cluny Laces; 25c to 30c
lar ones, yard 21-2c
Wide Linen Torchon Laces, 3c
yard, 5c and 3c
French and German Val Laces,
new designs, match sets; 29c
special prices, doz. yds., 50c, 30c,
29c
Fancy Wash Laces—Thousands
of yards will be specially priced
for this sale; yard only 3c
Special lot of Fine Net Top All-
Over Laces; small embroidery
designs; values to \$1.00, yard
..... 50c
Nets—1-4 yards wide; fine and
soft finish; for over dresses and
waists; white or cream \$1.00
shade, yard
Main Floor.



The New Embroideries for 1914

They come to us with price tags that are one of the astonishing features, and in consideration that they are of the finest production of the old well-made machine hand-looms. ALLOVER EMBROIDERIES, FLOUNCINGS AND CORSET WIDTHS, BANDS, INSERTINGS AND EDGINGS. The store is just brimming with these beautiful white things.

Baby Flouncings, 27 inches wide, ruf-
fled, the dainty designs suitable
for children's wear; yard 39c
Ruffled Flouncings, 18 inches wide, in
fine small designs, 39c value; yard
..... 25c
Allover Embroideries, in baby
designs, full widths; yard 29c
27-inch Width Flouncings in open
showing designs; instead of 25c
the yard 17c
Corset Cover Embroideries, 18
inches wide; yard 9c
Attractive Swiss and Nainsook Flounc-
ing, 18 and 27 inches wide;
values 39c and 50c; yard 25c
25c Embroideries, in 16-inch widths,
flouncings and corset cover de-
signs; yard 14c

Voile Flouncings, very handsome, 45
inches wide, in the new de-
signs; yard \$1.50
Baby Embroidery, allover old fine
Swiss; beautiful dainty designs,
60c to 75c; yard 50c
12,000 Yards Embroidery at, 5c
per yard
In this lot of Embroideries you'll find
values to 10c and 12½c; all widths.
564 pieces Sample Embroideries—
These goods are in full lengths, and are
the fine hand-machine made. The top
face of them show slight discoloring—
perfect in every other way. THE PRICE
ONE-HALF.
25c Finest Swiss and Nainsook Em-
broideries, same in match 12½c
patterns; yard 12½c

January Prices

But on

New Goods,
Instead of old.

Full Assortments,
Instead of odds and
ends.

Wanted Styles,
Instead of discard-
ed models.

Goods For Months
To Come,
Instead of months
that are past.

GOWNS

Gowns of nainsook, slip-over
style; neck edged with neat em-
broided ruffles; sleeves, drawn
sleeves, edged with torchon 30c
Gowns; cambric, long sleeves,
high and V-shaped necks, em-
broidered trimmed yokes 44c
Gowns; big assortment of slip-
overs, including some of Crepe, in
white, pink and light blue 50c
Gowns; Crepe, some with colored
flowers, others white with "Dolly
Varden" yokes and band
sleeves 75c
Gowns—Styles so enormous and
attractive, and all are really 98c
wonderful values; \$1.25 and 98c
Gowns—Beautiful material, ex-
ceedingly well made and designed
to suit the taste of discriminating
women; \$2.75, \$3.00, \$2.50, \$1.50
and \$2.00 and

DRAWERS

Cambric Drawers, with tor-
chon edge on ruffles, at 19c
pair

It Is Bigger--and Better Than Ever--This 1914 Undermuslin Sale

Ready--the Undermuslin Sale which the women of Richmond eagerly await. Larger assortments of new, modish lingerie and more attractive values than they have ever known. Every garment in the Undermuslin stock has been reduced in price for this occasion—all are marked at prices that in no way signify their real worth. From every standpoint this Muslinwear movement stands head and shoulders above any lingerie sale we have ever held. Come and choose garments for a year from the largest and most complete assortments, and obtain values that are easily the best in Richmond.

COHEN'S BEST MEANS RICHMOND'S BEST

Cambric Drawers, with wide em-
broidered ruffles and tucks; 25c
39c kinds, pair 25c
Nainsook Drawers, with lawn
ruffles; the petticoat kind; "two
in one" 29c
Nainsook Drawers, with scallop-
ed embroidered edges and de-
signs above 50c
Nainsook Drawers; petticoat kind,
with two rows of German val
lace 59c

Cambric Drawers, with
hemstitched ruffles, pair 10c
Drawers, in a lot of other styles
and trimmings; \$3.00 down to 75c
\$1.00 and 75c
CHEMISE
Chemise—Nainsook, hand em-
broidered yokes, edged with tor-
chon; a large variety of other
styles of Chemise at attrac-
tive low prices 75c

Chemise, Nainsook, with neck and
arm holes, and edge of skirt finish-
ed with scalloped embroidery 59c
PETTICOATS
Petticoats, with embroidery ruf-
fled, that will surprise you be-
cause of their goodness 50c
Petticoats, with beautiful em-
broidered flounces; \$1.00 value,
at 88c

Petticoats—Nainsook, with
flounces formed of three rows of
cotton torchon; lace and ribbon
threaded through insertion; 59c
75c value 59c
Petticoats—Front panel button-
ed on either side at bottom and
trimmed prettily with Val lace
and embroidery medallions \$1.50
only
Lingerie Petticoats, with beau-
tiful laces and ribbons; all made for

the modish style of dress; prices
ranging from \$4.00 down to \$2.00
CORSET COVERS
Corset Covers—Nainsook, edged
with neat patterns of imported em-
broidered; others elaborately trim-
med; you will agree these are
the best ever shown for 25c
Corset Covers—Of sheer lingerie,
tastefully trimmed, at, each 50c 39c
and 39c

Camisoles, of net; the new-
est Corset Covers 59c
Corset Covers—In pink and light
blue, of sheer lingerie; necks and
arm holes edged with band of
net; ribbon run 59c
Corset Covers—Of sheer lingerie,
deep yokes of val lace; \$1.00
value for 88c
Corset Covers—Japanese silks,
val lace trimmed; very spe-
cial \$1.50
Corset Covers, of black, 29c
lawn
Combination Bloomer Drawers
and Corset Covers; val lace 98c
trimmed; regularly \$1.25, for
Combination Drawers and Corset
Covers, made of soft nainsook; a
variety of styles and trim-
mings; best ever shown for \$1.25
Extra Size Garments—When we
say extra size we mean for the wo-
man who thinks she cannot be fit-
ted.
Drawers, pair 35c to \$2.50.
Gowns, \$2.00 to \$4.50.
Petticoats, price 50c to \$4.00.
Chemise, price 50c to \$2.00.
Princess Slips, price \$1.25 to \$1.50.
Combinations, price \$1.50 and \$3.

THE BIG WHITE GOODS SALE

Comprises all the newest weaves and cloths direct from the foremost mills of Europe and America. Seldom, if ever, have you seen such a vast assemblage of new goods. A few are mentioned at random. The special low sale prices will strike you as being remarkable.

At 39c Hatline Striped Crepe, 36-
inch, the newest cloth of the
season. The regular price is 50c
a yard.
At 29c Out Meal Crepe, 36 inches
wide; a very desirable
fabric for nifty dresses; regularly
45c a yard.
At 16 2-3c Mercerized Voile—
This is a regular
25c a yard quality; for this sale only
it will be sold for 16 2-3c a yard.
At 19c Crepe Voile, 36 inches
wide; a sheer, even
crepe; this is always sold regularly
for 29c a yard.

At 10c Check Dimity; 10 pretty
patterns to select from;
you will at once recognize this as
regular 15c goods.
At 15c Mercerized Batiste, 40
inches wide; very ser-
viceable cloth; the regular price is
25c a yard.
At 12 1-2c Crinkle Crepe, 28
inches wide, desir-
able for waists, dresses, etc.; our
regular 16 2-3c a yard quality.
At 18c Sheer Luna Lawn, 45
inches wide; washes and
wears just like an all linen fabric;
25c quality.

At 9 3-4c Panama Check, the
neat little check and
a good weight cloth; regularly
12 1-2c a yard quality.
At 10c Stripe Shirting, 36 inches
wide, in 10 to 20-yard
lengths, hence the underprice; regu-
lar 25c goods.
At 25c Brocade Henriett and
Crepe, the new waisting
fabric of the season; soft and clingy.
At 25c Luna Dot Swiss, 28
inches wide; an entirely
new fabric for which a big demand
is predicted.
Main Floor—Rear.

Factories Ship 228 Cases to THE BARGAIN BASEMENT

Not in years has this bargain spot of the store been so full of almost every style of goods. The new coming season's white goods; the finest grades colored fabrics, and all things we can place here that are good and reliable, and at HALF PRICE.

Few of the goods can be duplicated at the price of the WHITE SALE price-marks.

10c Fine Nainsook, yard wide,
for undergarments, yard 5c
25c Mammy Cloth, or Crepe,
32 inches wide, at 12 1-2c
yard
Long Cloth
50c English Long Cloth, in five-
yard pieces; extra fine chambray
finish, piece 29c
\$1.10 English Long Cloth, 10 yards
to a piece; beautiful electric
finish, piece 79c

Fancy White Goods
10c and 12½c yard val-
ues, choice, yard 6 3-4c
12½c Panama Checks,
yard wide 7 1-2c
10c Silk Finish Irish Poplin, as
long as the quantity 12 1-2c
10c White Batiste, 30
inches wide, yard 5 3-4c
15c and 17c India Linen, 40 inches
wide, assorted weight, 12 1-2c
choice
35c Batiste and Bedford, Cord,
most desirable fabrics, choice
yard 19c
Fancy White Crepe Cloth; val-
ues up to 19c, choice, at
yard 8 1-2c
Androscoquin Cotton,
yard 8 1-2c
Apron Gingham, guar-
anteed fast color, yard 4 3-4c
Printed Calico, in as-
sorted styles, yard 3 7-8c
15c Shirting Madras, 10 1-2c
fine quality, yard
12½c Stenciled Curtain
Serim, yard wide 7 1-2c

BED SPREADS—Half Price and Less

About 500 Crochet and Satin Bed
Spreads, some of the finest qual-
ities; worth from \$1.00 to \$5.00, sub-
ject to misadventure and mill imper-
fections; hemmed, fringed and scal-
loped ones, in assorted sizes.
\$1.00 grade, Crochet 50c
\$1.25 grade, Crochet 80c
\$1.50 grade, Crochet 90c
\$1.75 and \$2.00 grade, Crochet, \$1.40
\$3.50 and \$5.00 grade, Satin \$1.75
\$6.00 grade, Crochet, 1 3-4 \$2.45

LINENS In the White Sale

One of the most important events
in the White Sale is the complete
assortment of household and fancy
linens. Among the lots of snowy
new fresh linens are hundreds of
pieces from our regular stocks—
goods that were slightly shop-sold
during the holiday rush. They are
all dependable qualities of the
very best makes—the low prices
speak volumes.
\$6.00 Table Cloth, \$3.75.
Fine Irish linen, double damask,
in round designs; size 2½ x 2½
yards; a most unusual value.
\$3.00 Table Napkins, \$2.15.
All Linen German silver bleach,
very heavy weight; size 22 x 22
inches \$2.15
\$7.00 Table Napkins, \$4.00.
Very Fine Irish bleach German,
hand woven; size full 27 x 27 inches;
a most remarkable bargain.
12½c Huck Towels, 8c. Fine, soft
finish; size 19x40 inches. Specially
low prices for this sale.

A SALE OF BEDDINGS

In the White Sale will be sold Beddings of every description,
bought at prices that will create a sensation. Here are some.
We can only tell you of but few because of space limits.

Bleached Pillow Cases, 5 1-2c
each
50c Sheet, double bed size,
full bleached, each 27c
Utility Sheet, first quality, with
original label on each sheet; size
81 x 90; instead of 85c, each
at 69c
Crib Blankets, heavy grade,
white or gray, each 10c
60c Heavy Cotton Blankets,
11-4 size, each 35c

Curtains and Draperies

White Irish Point and Cluny Lace
Curtains, 3 yards long; choice
patterns; \$6.00 values, pair
only \$3.00
White and Ecru Lace Curtains, 3
and 3½ yards long; \$6.00
values, pair only \$4.75
White and Ecru Lace Curtains,
beautiful patterns; won-
derful values for \$8.00
White Cable Net Curtains, also
Irish Point, 3 yards long;
our special price, pair \$1.50
White and Cream Curtain Net,
figured, 49 and 50 inches wide;
50c values, yard 35c
12½c White Dotted Curtain Mus-
lin, beautiful patterns,
yard only 9 3-4c
Third Floor

75c Roman Stripe Silks
40c Satin Mesallines
50c Crepe de Chine
50c Persian China Silks
50c Black Satin
50c Silk Pongee, 38 inches wide
40c Black China Silk
50c Mousseline de Soie, 44 in.
wide
At 35c a Yard
75c Roman Stripe Silks
40c Satin Mesallines
50c Crepe de Chine
50c Persian China Silks
50c Black Satin
50c Silk Pongee, 38 inches wide
40c Black China Silk
50c Mousseline de Soie, 44 in.
wide
At 40c a Yard
75c Black Water-proof China
Silk
\$1.00 Black Rajah Pongee
75c Satin Serge, evening and
street shades
75c Pompadour Mesallines
60c White Taffeta Silk
75c Black and White Stripe
Mesalline
75c Black and White Silks
At 50c a Yard
50c Cheney's Poulard Silks
\$1.00 Plain Taffetas
75c Satin Mesallines
\$1.00 Brocade Satins
\$1.00 Black Satin de Cygne

THE
COHEN CO.
INC.
THE
DAYLIGHT
STORE OF RICHMOND

Long Cloth and Nainsook

About 10,000 yards that were bought last fall at prices much
below present market values. Those keen-sighted shoppers
who appreciate extraordinary values will come for these early
Monday and secure a good share of them.

Actual Values.
75c—6-yard pieces 49c
\$1.00—9-yard pieces 75c
\$1.25—12-yard pieces 98c
\$1.75—12-yard pieces \$1.50
Also Irregular Lengths. 3,000 yards of Old Glory Longcloth,
6 to 12-yard lengths—will not be cut—was bought as a mill
clean-up.
Regular 12½c a Yard, White Sale Price, 73½c

All-Wool Storm Serges

43 inches wide; rare good quality—the words sponged and
shrunk woven into selvage. Navy, midnight blue, black, wis-
taria, castor, brown, gray and Copenhagen.
\$1.00 Quality, Yard, Only, 75c
In 2½ to 5-yard lengths.
Main Floor.

The Women's Woolen Suit Wonder Goes on Sale Monday

You know the Suits that have been selling all this fall for
\$15.00, \$17.50 and \$25.00. You know what we have been doing
with Coats, and what we are doing with them. That is just
what we are going to do with WOOLEN SUITS MONDAY.
All of them are the very last turned out by one of the New York
best makers.

The \$15.00 SUITS WILL BE \$6.50
The \$17.50 SUITS WILL BE \$8.50
The \$25.00 SUITS WILL BE \$12.50

More of the Quarter-Priced Coats for Monday

A new shipment of Coats come to us with even greater sur-
prise than any of the recent sale.
\$6.00 \$9.50 \$12.00
Coats that cost to Coats that cost the Coats that cost to
\$15.00 producer more than \$20.00 \$27.50.
Each and every Coat is of the latest material used, the best
tailored and the very last styles. Second Floor.

Extraordinary! A Sale of Magnificent Silks

Rich, Shimmering Silks—Lustrous Blacks and the New Colors—
In the Greatest Silk Sale That Richmond Has Known.

BUT LISTEN! They are in Factory Lengths, but suitable for every purpose, and
they will be cut to meet your wants. The Silks themselves are perfectly beautiful.
Every yard of these exquisite Silks are marked for this sale at the LOWEST
PRICES RICHMOND HAS EVER KNOWN FOR SUCH QUALITY. This truly
is a Silk occasion extraordinary. The small price wonders will cause you to wonder at
the lowness. Sale begins early Monday. Suggest your coming early for first choice.

At 25c a Yard

60c Persian Silks
50c Yard-Wide China Silk
50c Pin Stripe Mesallines
50c Silk Pongee, 38 inches wide
40c Black China Silk
50c Mousseline de Soie, 44 in.
wide
At 69c a Yard
\$1.00 yard-wide Satin Mesal-
line
\$1.00 Plain Taffeta Silk
\$1.00 yard-wide Black Taffeta
\$1.00 White Satin de Cygne, 30
inches wide
\$1.25 Beaded Chiffon Cloth, 45
inches wide
\$1.00 Plain Chiffon Cloth
At 75c a Yard
\$1.50 yard-wide Persian Taff-
eta
\$1.35 yard-wide Persian Mesal-
line
\$1.25 double-width Satin Char-
meuse
\$1.25 Stripe Princess Satin, 38
inches wide
\$1.10 Chiffon Plain Taffeta, 38
inches wide
\$1.75 Accordion Pleated Crepe
de Meteor
\$1.75 Accordion Pleated Chiffon
Cloth
At \$1.00 a Yard
\$2.50 Pleuride-Sole Crepe, 40
wide
\$2.00 Crepe de Chine, 40 in.
wide

At 25c a Yard

60c Persian Silks
50c Yard-Wide China Silk
50c Pin Stripe Mesallines
50c Silk Pongee, 38 inches wide
40c Black China Silk
50c Mousseline de Soie, 44 in.
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\$1.35 yard-wide Persian Mesal-
line
\$1.25 double-width Satin Char-
meuse
\$1.25 Stripe Princess Satin, 38
inches wide
\$1.10 Chiffon Plain Taffeta, 38
inches wide
\$1.75 Accordion Pleated Crepe
de Meteor
\$1.75 Accordion Pleated Chiffon
Cloth
At \$1.00 a Yard
\$2.50 Pleuride-Sole Crepe, 40
wide
\$2.00 Crepe de Chine, 40 in.
wide

At \$1.50 a Yard

\$2.00 Brocade Charmeuse, 40
inches wide
\$2.00 Brocade Crepe de Chine,
40 inches wide
\$2.50 Satin Charmeuse, 40 in.
inches wide
\$2.00 White Brocade Satin
\$2.25 Black and Colored Faille,
30 inches wide
\$2.25 Novelty Chiffon Cloth, 44
inches wide
\$2.00 Crepe Meteor, 40 inches
wide

At \$5.50 and \$6.00 a Yard

\$10.50 Velvet Brocade on Chif-
fon
\$15.00 Velvet Brocade on Crepe
Meteor
\$15.00 Velvet Brocade on Char-
meuse
\$15.00 Crepe de Chine Brocade
Gold Bouillon
Main Floor.